IDS4930 Industry Insights:
Deconstructing the Fundamentals of Marketing and Sales
IDS4930 Fall 2022 Syllabus – 2 credits

Instructors: Adam Grossman and Brittany Grubbs
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CLASS DATES/TIMES:
Tuesdays/Thursdays, Period 4 (10:40am – 11:30am)

OFFICE HOURS:
By Appointment Only – See Beyond120 website for calendar link

CLASS MEETING:
Farrior Hall Room 2000 (Residential Students)
100% Online (UFO Students)
All course assignments will be through Canvas

To Sell Is Human by Daniel Pink
What’s in the C.A.R.D.S.? 5 Post-Pandemic Sales Strategies. by Cherilynn Castleman

OPTIONAL TEXTS:
How to Win Friends and Influence People by Dale Carnegie
Secrets of Successful Sales People by Alison Edgar
Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence by Roderick Jefferson

Instructor Bios:
Adam Grossman is the CoFounder and Chief Development Officer at The Selling Factory, which trains top college students to replicate sales functions for B2B companies. He currently oversees the marketing department and student recruitment. Adam holds a BA in Communications from The Ohio State University, a MA in Education from Xavier University, and is ordained rabbi.
Brittany Grubbs is the Internships and Experiential Learning Coordinator for the UF College of Liberal Arts and Sciences. She oversees the internship, excursion, and mentoring efforts for the Beyond120 program. Brittany holds a BA in Telecommunications from the University of Central Florida and an MA in Mass Communications from the University of Florida.

Course Description:
This course offers insights into the fundamentals of marketing and sales to sell yourself, an idea, and a product/service. Throughout this course, we seek to build your confidence, enhance your multi-generational communication skills, and springboard your professional careers. Using The Selling Factory as a product, students will learn how to define a customer base, implement a go-to-market strategy, build and execute a messaging and content calendar, use modern marketing CRMs, and engage in selling activities.

Course Objectives:
• To develop a basic understanding of company structure and strategies.
To understand various business, marketing, and sales roles, and how these come together in an organization.

To successfully demonstrate how to communicate and interact with other professionals in the workplace.

To reflect on the relationship between business, sales, and the liberal arts and sciences.

To understand how to research prospective clients and define value props.

To understand, apply, and reinforce the eight career readiness competencies as defined by NACE. See the description of the NACE competencies below.

**Course Expectations:**
- Show up on time
- Do what you say you are going to do
- Bring your best self

**Course Materials:**
Readings will be provided by the instructor and housed on Canvas.

**Course Assignments:**
1. Attendance/Participation: 25%
2. Discussion Based Reflections/Assignments: 15% - You will be responsible for providing a weekly reflection on the material delivered each week. This summary should be between 150-200 words.
3. Research Project: 20% - Pick a product, service, or idea for a B2B product that you are interested in learning more about. Lay out the value proposition, 3 pain points a potential customer might experience to want your product, 3 features and benefits, 3 open ended questions to ask a prospect, develop the messaging strategy and messages, and build a spreadsheet of 20 decision makers and meaningful information (name, role, email addresses, phone number, company).
4. Call Script: 10% - Based on the session “Developing a Call Script,” craft, and be ready to present, a call script for your B2B product to engage a prospect. This should be no more than 150 words. Make sure to include Connection, Empathy, Permission, as well as a valuable proposition for the call.
5. Email and LinkedIn Message: 10% - Based on the session “Crafting an Email and LinkedIn message,” develop a message for each medium to engage a prospect with your B2B product. For the email message no more than 5 sentences. The LinkedIn message should be no more than 150 characters. Make sure to express the purpose and value proposition for you reaching out.
6. Personal Pitch Presentation: 10% - Based on the session “Developing Your Story,” Prepare for and present a 30 second pitch to your peers to peak their interest in you and your skill set.
7. Certifications: 10%

**Certifications to Complete:**
Complete Hubspot Academy Inbound Marketing:  
https://academy.hubspot.com/courses/inbound-marketing - 4 hours
Complete Hubspot Academy Inbound Sales Certification  
https://academy.hubspot.com/courses/inbound-sales - 2 hours

Additional Resources:
Podcasts:
Conversations with Women in Sales  
The Advanced Selling Podcast  
Ramp  
Sales Fuel  
Your Sales MBA Podcast

Blogs:
The Selling Factory  
SalesFolk  
Sales Hacker  
The Ambition Blog  
Hubspot

Course Schedule:
(Week One) August 24: Introductions and Overview of Course  
Get an overview of the syllabus and meet the instructors. Gain insight into how sales relates to students majoring in the liberal arts and sciences.

(Week One) August 26: Why, How, What of Sales?  
Discuss the foundation and value of sales and how these skills can diffuse situations, launch careers, and build businesses  
*Career Readiness Skills Applied: Career Management, Global/Intellectual Fluency, Professionalism*

(Week Two) August 31: Building and Communicating Belief  
Sales starts with you. Identify the unique qualities, which separate you from others.  
*Career Readiness Skills Applied: Oral/Written Communications, Critical Thinking/Problem Solving*

(Week Two) September 2: Developing Your Personal Story  
Learn the techniques to be ready for unplanned meetings and opportunities.  
*Career Readiness Skills Applied: Career Management, Critical Thinking/Problem Solving, Leadership, Oral/Written Communications, Global/Intercultural Fluency*

(Week Three) September 7: Personal Pitch Presentations & Corporate Strategy  
How do businesses and sales departments function? Learn about the process businesses go through to strategize, create goals, and implement tactics for growth.
**Career Readiness Skills Applied:** Career Management, Leadership, Global/Intercultural Fluency, Professionalism/Work Ethic, Oral/Written Communications, Teamwork/Collaboration

**ASSIGNMENT DUE: PRESENTATION OF PERSONAL PITCH**

(Week Three) September 9: Personal Pitch Presentations & Career Pathing in Sales
Learn the structure of business development and how to find a niche in sales with Brad Gamble the CEO at The Selling Factory.

**Career Readiness Skills Applied:** Career Management, Global/Intellectual Fluency, Professionalism, Teamwork/Collaboration

**ASSIGNMENT DUE: PRESENTATION OF PERSONAL PITCH**

(Week Four) September 14: Selling vs. Telling
Learn how to identify and express a product's benefits rather than its features.

**Career Readiness Skills Applied:** Critical Thinking/Problem Solving, Oral/Written Communications, Teamwork/Collaboration

(Week Four) September 16: Identifying a Customer Base
Learn how to build a customer profile and buyer persona to target and differentiate oneself in the marketplace.

**Career Readiness Skills Applied:** Career Management, Critical Thinking/Problem Solving, Teamwork/Collaboration, Leadership, Digital Technology

(Week Five) September 21: The Power of Research
Learn the tools necessary to prospect effectively.

**Career Readiness Skills Applied:** Digital Technology, Critical Thinking/Problem Solving, Global/Intercultural Fluency

(Week Five) September 23: Finding and Engaging with Decision Makers
Learn the skills necessary to build a workable strategy to find and engage with decision makers.

**Career Readiness Skills Applied:** Oral/Written Communications, Critical Thinking/Problem Solving, Teamwork/Collaboration

(Week Six) September 28: Entertainment, Sports and Sales
S.J. Tucker, Manager, Group Sales & Service, The Madison Square Garden Company

**Career Readiness Skills Applied:** Teamwork/Collaboration, Oral/Written Communications, Career Management, Professionalism/Work Ethic, Leadership

**ASSIGNMENT DUE: CERTIFICATION #1**

(Week Six) September 30: The Psychology of Buying
Learn the psychology behind buying, and the difference between understanding and persuading.

**Career Readiness Skills Applied:** Teamwork/Collaboration, Oral/Written Communications, Critical Thinking/Problem Solving

(Week Seven) October 5: Selling Yourself in the Digital World
Erin Winick, Science Communications Specialist for the International Space Station

*Career Readiness Skills Applied: Teamwork/Collaboration, Oral/Written Communications, Digital Technology, Leadership*

(Week Seven) October 7: Designing a Value Proposition
Learn how to identify goals and challenges of a prospect and to design communications that address those goals/challenges in a measurable way.

*Career Readiness Skills Applied: Leadership, Career Management, Critical Thinking/Problem Solving, Oral/Written Communications*

(Week Eight) October 12: Building a Messaging and Content Strategy
Tracy Shank, Marketing Director at Striveworks

*Career Readiness Skills Applied: Critical Thinking/Problem Solving, Oral/Written Communications, Digital Technology*

(Week Eight) October 14: Designing a Value Proposition for a Company
Learn how to build a value proposition for a company that will resonate with potential customers.

*Career Readiness Skills Applied: Leadership, Career Management, Critical Thinking/Problem Solving, Oral/Written Communications*

(Week Nine) October 19: Identifying Pain Points
Gain insights into empathy and how to ask questions to learn about individuals, their pain, and their needs.

*Career Readiness Skills Applied: Teamwork/Collaboration, Oral/Written Communications, Critical Thinking/Problem Solving, Teamwork/Collaboration*

(Week Nine) October 21: Crafting an Email and LinkedIn Message
Learn appropriate ways to engage potential customers through the written word.

*Career Readiness Skills Applied: Critical Thinking/Problem Solving, Oral/Written Communications, Digital Technology, Professionalism/Work Ethic, Career Management*

ASSIGNMENT DUE: RESEARCH PROJECT

(Week Ten) October 26: Developing a Call Script
Learn how to take the value proposition to make an impression.

*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic*

(Week Ten) October 28: Assessing a Call Script
We will review individual call scripts and discuss how they can be improved as a group.

*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic, Teamwork/Collaboration*

ASSIGNMENT DUE: CALL SCRIPT

(Week Eleven) November 2: Overcoming Obstacles: Rejection vs. Objection
Dealing with Objections and Giving Empathy
*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic, Leadership, Teamwork/Collaboration*

(Week Eleven) November 4: Assessing Interest and Following Up
Learn how to evaluate a conversation to determine whether to make an ask, close a deal, and ensure follow up.
*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic, Leadership, Critical Thinking/Problem Solving*

(Week Twelve) November 9: Modern Sales Tools
Ian Massenburg, COO of The Selling Factory
*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic, Digital Technology*
ASSIGNMENT DUE: EMAIL AND LINKEDIN MESSAGE DUE

(Week Twelve) November 11: VETERANS DAY HOLIDAY

(Week Thirteen) November 16: Real-Time Calls and Coaching at The Selling Factory
*Career Readiness Skills Applied: Leadership, Career Management, Oral/Written Communications, Critical Thinking/Problem Solving*

(Week Thirteen) November 18: Real-Time Calls and Coaching at The Selling Factory
*Career Readiness Skills Applied: Leadership, Career Management, Oral/Written Communications, Critical Thinking/Problem Solving*

(Week Fourteen) November 23: Real-Time Calls and Coaching at The Selling Factory
*Career Readiness Skills Applied: Leadership, Career Management, Oral/Written Communications, Critical Thinking/Problem Solving*

(Week Fourteen) November 25: THANKSGIVING HOLIDAY

(Week Fifteen) November 30: Call Experience Gleanings
Discuss the challenges and improvements made throughout the three calling sessions.
*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic, Teamwork/Collaboration, Leadership*

(Week Fifteen) December 2: Goal Setting and Accountability
Walk through ways to set goals and ensure that we are achieving them.
*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic, Leadership*
ASSIGNMENT DUE: CERTIFICATION #2

(Week Sixteen) December 7: Next Steps
Learn how to take the content presented in the course and incorporate it into your career planning post-graduation.

*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic, Leadership, Career Management*

*(Week Sixteen)* December 9: NO CLASS - READING DAYS

*(Week Seventeen)* December 14: Wrapping Up
This will be the final class to ask questions and review topics.
*Career Readiness Skills Applied: Oral/Written Communications, Professionalism/Work Ethic, Career Management*

**Disclaimer: Active Research taking Place**
This *Industry Insights* course is the first in a series of *Beyond120* courses aimed at educating and exposing undergraduate students to various professional industries. Please be advised that by enrolling in this course, your weekly reflections and any focus group participation will be used for research purposes. All information gathered will only be used to improve coursework for the future. To ensure as much confidentiality as possible, all focus group data will remain anonymous and the instructors for this course will not have any access to responses until after the conclusion of the course. Students will never be penalized for any feedback or comments. All data gathered through weekly reflections will remain anonymous following the conclusion of the semester.

**Extra Credit:**
There will be a few extra credit opportunities offered. Extra credit opportunities will be posted/mentioned in class closer to each opportunity.

**Late Assignments:**
The goal of this course is for you to develop skills, and that development is more important than deadlines or grades. However, submitting work by the posted deadline is crucial. Late work will be accepted up to ONE WEEK after the deadline but will automatically be assessed one full letter grade deduction. As always, please speak to me if extenuating circumstances impact your ability to submit your work in a timely fashion.

**Video/Audio Recording:**
Our class sessions will be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. By enrolling in this course, you are agreeing to be recorded with your camera and microphone ON. The chat feature will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

**NACE Career Readiness** ([as written on the NACE website])
The National Association of Colleges and Employers, through a task force of college career services and HR/staffing professionals, has developed a definition, based on extensive research among employers, and identified eight competencies associated with career readiness. (Details about the research are available [here](#).)

**These competencies are:**

- **Critical Thinking/Problem Solving:** Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

- **Oral/Written Communications:** Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

- **Teamwork/Collaboration:** Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.

- **Digital Technology:** Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.

- **Leadership:** Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

- **Professionalism/Work Ethic:** Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

- **Career Management:** Identify and articulate one’s skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

- **Global/Intercultural Fluency:** Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates, openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals’ differences.

**Honor Policy:**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code specifies
a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Honor Code (Links to an external site.) Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**Notes for Students with Disabilities:**
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**Grading Policies and Grade Points:**
Please refer to the UF Catalog for information on grading and GPA: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/ (Links to an external site.) (Links to an external site.)

**Grading Scale:**
- A: 94-100%
- A-: 90-93%
- B+: 87-89%
- B: 84-86%
- B-: 80-83%
- C+: 77-79%
- C: 74-76%
- C-: 70-73%
- D+: 67-69%
- D: 64-66%
- D-: 60-63%
- E: 0-59%

**Course Evaluations:**
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at http://evaluations.ufl.edu (Links to an external site.) Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/